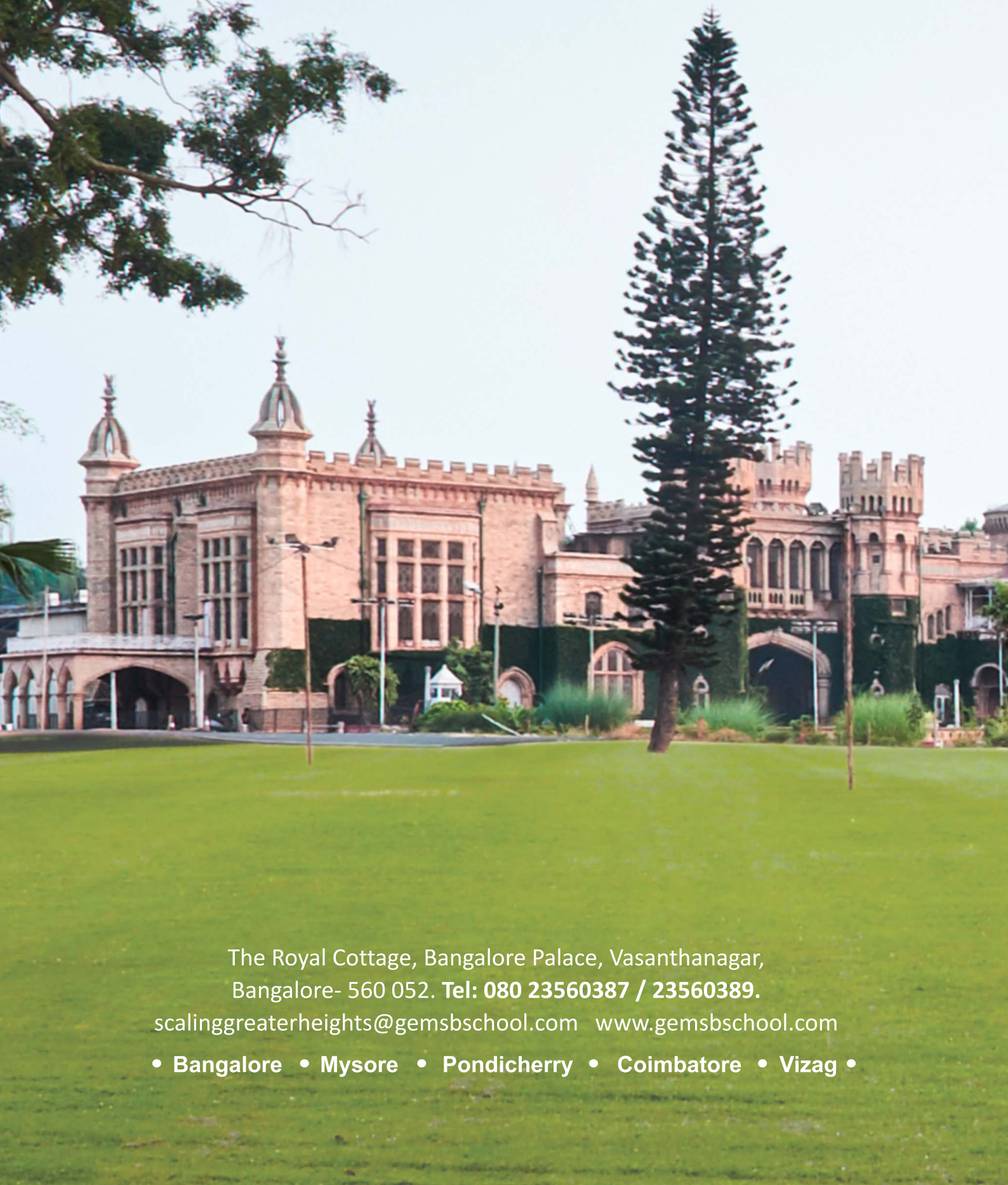


MBA + PGP in Hospitality Travel Tourism



The Royal Cottage, Bangalore Palace, Vasanthanagar,
Bangalore- 560 052. Tel: **080 23560387 / 23560389.**
scalinggreaterheights@gemsbschool.com www.gemsbschool.com
• Bangalore • Mysore • Pondicherry • Coimbatore • Vizag •

About GEMS B School

Conceived by experienced academicians and inspired by accomplished professionals.

Vision

Creating leaders and not just managers.

Mission

Igniting Excellence in young minds.

Values

Effective, Ethical, Enterprising,
Transparent, Student friendly
and Market centric.



Awarded 'Management
College of the year - 2015'
by Higher Education Review



Ranked in the 21st position by
India Business Journal in its
2015 B School Ranking Survey



Ranked by Higher Education
Review - 2016 in the
25th position Natioally



Awarded as the "Fastest
Growing B School in India"
by Business & Economy



Offers programs in synergy with
the Industry with over 400
companies across industries



Offers industry Specific Certification Programs
in areas of Information Security,
Business Analytics, Digital Marketing,
Financial Analytics, Human Resources Management,
Airport Operations, Logistics & Supply Chain etc.



GEMS B SCHOOL-Bangalore has been Ranked No. 4 with A+++ Grade in India,
No. 7 in Academic Excellence, No. 5 in Placements, No. 7 in infrastructure and
No. 7 in Alumni Network in India, in Silicon India's
'What If Not IIMs' B School Survey 2023.

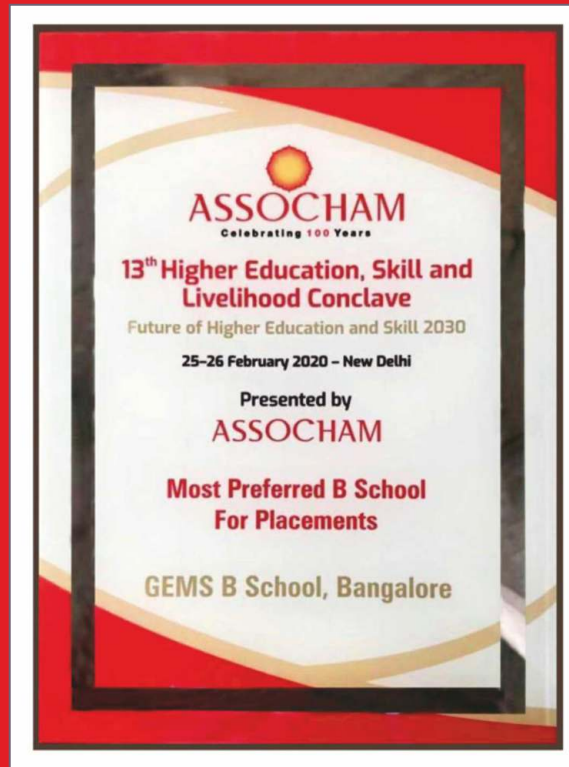
AWARD

GEMS B SCHOOL-Bangalore, in Feb 2019, received the prestigious **ASSOCHAM** award for '**The most preferred B School of the year in South India**' from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and Civil Aviation and in the presence of Sri. Pranab Mukherjee, former president of India, in New Delhi.



AWARD

GEMS B SCHOOL received the prestigious **ASSOCHAM** award for 'The most preferred B School for Placements' Nationally, at the **ASSOCHAM** 13th Higher Education, Skill and Livelihood Conclave conducted on 25th and 26th Feb-2020 in New Delhi. The award was received from one of India's tallest Business Leaders, Dr. Niranjan Hiranandani, The Founder and Managing Director of Hiranandani Group.



AWARD

GEMS B SCHOOL was recognised as
'The Most Innovative Business School in South India'
at the **Times Business Awards 2020**,
organised virtually by Times of India
on 5th October 2020.



AWARD

GEMS B SCHOOL was recognised as the '**B School of the year**' at the **ASSOCHAM 15th International Education Leadership & Skill Development Summit**

held on the 13th of May 2022 in New Delhi.

This Coveted '**B-School of the year**' award of ASSOCHAM was received by us from the Honourable Minister of State for Defence and Tourism, Govt. of India, Shri. Ajay Bhatt.



AWARD

GEMS B SCHOOL takes great pride in being recognised as one of the **Best Education Brands in India 2023** by The Economic Times. We were felicitated by the Honourable Education Minister of the Government of Nagaland, Shri. Temjen Imna Along at **The Economic Times Best Education Brands 2023** Event organised at the Hyatt Regency, New Delhi, on 29th June 2023. Coming from India's No. 1 Business & Financial Newspaper, TV Channel and Website, this recognition is absolutely special and motivating. We were also thrilled to find out that we were recognised among highly prestigious Institutions such as IIM – Indore, BITS – Pilani etc.



DEGREE AWARDING UNIVERSITIES



**University of
Sunderland**



**ROOSEVELT
UNIVERSITY**



**LA TROBE
UNIVERSITY**



**AMERICAN HERITAGE
UNIVERSITY**
OF SOUTHERN CALIFORNIA

Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business.

Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm. Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruzii MSc, MBA, PhD.
Dean
GEMS B SCHOOL





MBA + PGP in Hospitality Travel Tourism

Hospitality & Travel Tourism is a sunrise industry growing faster than any other industry offering exciting job opportunities in India and abroad. Not merely jobs but exciting careers which provide adventure combined with good financial rewards and steady growth. A student doesn't have to be academically brilliant to get in to this profession. All he/she needs is an adventurous mind set, a flair for travelling and a passion for meeting, mixing with and serving people.

To meet the growing demand for qualified professionals in this industry, GEMS B SCHOOL, in collaboration with industry experts has designed a two year Post Graduate program in Hospitality & Travel Tourism.

This is an Earn – Learn – Earn / Work – Study – Work Program. Join the Industry Synergised MBA + PGP in Hospitality & Travel Tourism and get a Job placement in a reputed Hotel or a Travel company immediately. Work from Monday to Friday. Study on Saturdays and Sundays. At the end of 2 years get an MBA degree and a PGP certification in Hospitality & Travel Tourism with 2 years work experience. Job placement will be related to Hospitality or Travel Tourism in a reputed Hotel or Travel company to enable 5 days practical exposure and 2 days classroom exposure (70% practical learning and 30% theoretical learning). Job placement will be full time and a full time salary will be paid.

The student will be awarded an MBA degree and a PGP certification in this program. The MBA degree will be awarded by a UGC recognised and NAAC 'A' grade accredited Indian University and the PGP certification in Hospitality & Travel Tourism by GEMS B SCHOOL. On the strength of these qualifications students can apply for employment in the Private sector, Public sector and Overseas as well.

Fees is payable in 8 easy instalments. Hostel accommodation available in the campus. Students will be taken on an outbound workshop as a part of the course curriculum.

International Progression (optional)

GEMS B SCHOOL's strategic partnerships with reputed International Universities enables students enrolling for the Industry Synergised MBA program for a course progression into an MBA program at one of these International Universities.

GEMS B SCHOOL currently has International Pathway agreements with University of Sunderland – UK, Roosevelt University – USA and La Trobe University – Australia.

Students can complete the first year of their MBA at GEMS B SCHOOL and progress to one of these Universities for the final year to get an MBA from that respective University.

The International progression is only for students who are interested in this option and is not mandatory for all. Students enrolling for the Industry synergised MBA have time upto one year to decide whether they would like to choose this option or not.



MBA in Hospitality and Travel Tourism

SEMESTER –I

- | | |
|---|--------------------------------|
| 1 | Management Concepts & Theories |
| 2 | Organizational Behaviour |
| 3 | Business Environment |
| 4 | Managerial Communication |
| 5 | Managerial Accounting |
| 6 | Managerial Economics |
| 7 | Statistics for Management |

SEMESTER –III

- | | |
|---|------------------------------|
| 1 | Hospitality Management |
| 2 | Tourism Planning & Marketing |
| 3 | Eco- Tourism |
| 4 | Entrepreneurship |
| 5 | Project Management |
| 6 | Project Work Diary |
| 7 | Summer Internship Report |

SEMESTER –II

- | | |
|---|--------------------------------|
| 1 | Marketing Management |
| 2 | Human Resource Management |
| 3 | Corporate Finance |
| 4 | Quantitative Methods |
| 5 | Legal aspects of Business |
| 6 | Operations Management |
| 7 | Management Information Systems |

SEMESTER –IV

- | | |
|---|---|
| 1 | International Hospitality Law |
| 2 | International Tourism Management |
| 3 | Tourism Products |
| 4 | Services Marketing |
| 5 | Strategic Management |
| 6 | Master's Project Dissertation /Project Report |
| 7 | Project Viva-voce |

Admission Procedure

Eligibility

Students with Graduation in any stream can apply. Students awaiting their final year results can also apply.

Students will have to clear the GEMS online admission test
@ www.gemsadmissiontest.com.

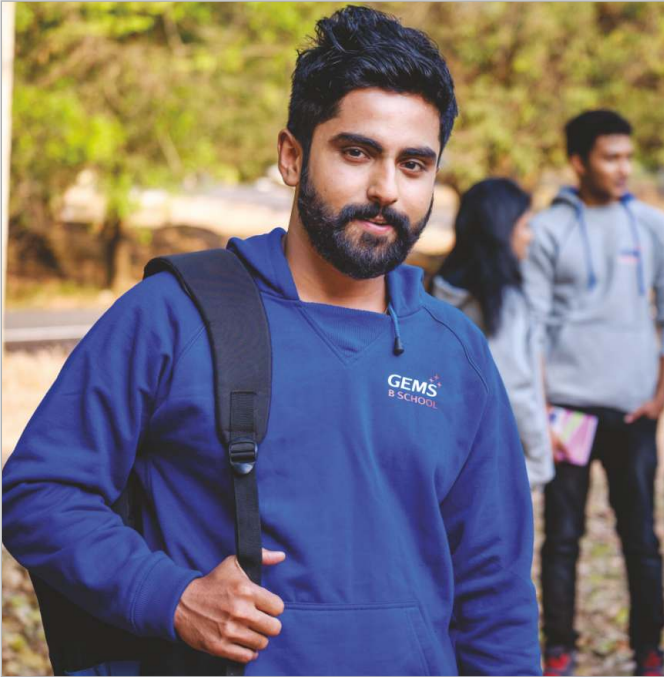
Duration

2 Years

Classes

Weekends

Salient Benefits



- ◆ Faculty from industry
- ◆ Digital library with unlimited access
- ◆ Team building
- ◆ Most economical
- ◆ Creativity
- ◆ Highly flexible
- ◆ Seminars
- ◆ Entrepreneurship
- ◆ Classes during weekends
- ◆ Student friendly experimental learning
- ◆ Personality enrichment
- ◆ Aptitude test skills
- ◆ Industry Relevant Curriculum
- ◆ Excellent Environment

Value Addition

- ◆ Compulsory Outbound Workshop
- ◆ Regular discussion forums with senior executives from the Industry to enhance better corporate adaptability.
- ◆ People skills like Communication, Leadership, Relationship management, team building, Entrepreneurship, working in virtual teams, etc.
- ◆ Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.



Fee Structure

The total fee structure of this course is approximately **Rs. 6,40,000/-** payable in 8 instalments once every 3 months.

Installment	Amount
1	Rs. 1,50,000/-
2	Rs. 1,50,000/-
3	Rs. 90,000/-
4	Rs. 90,000/-
5	Rs. 40,000/-
6	Rs. 40,000/-
7	Rs. 40,000/-
8	Rs. 40,000/-

A FEW COMPANIES OUR STUDENTS WORK WITH



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Contact us



The Royal Cottage, Bangalore Palace, Vasanthanagar, Bangalore - 560 052.
Tel: 080 23560387 / 23560389